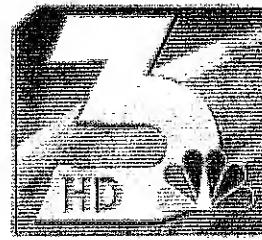


ORDER



Orders	Order / Rev:	102147	Primary AE:	Amy McCreary
	Alt Order #:	06815976	Sales Office:	BLPHI
	Product Desc:	JOE HECK 4 CONGRESS	Sales Region:	National
	Estimate:	2214		
	Flight Dates:	10/08/12 - 10/14/12		
	Original Date / Rev:	05/24/12 / 07/17/12		
	Order Type:	GENERAL		
Agency	Name:	Strategic Media Placement, Inc.		
	Buying Contact:			
	Billing Contact:			
		7669 Stagers Loop	Billing Type:	Cash
		Delaware, OH 43015	Billing Calendar:	Broadcast
			Billing Cycle:	EOM/EOC
			Agency Commission:	15%
Advertiser	Name:	Heck, Joe for Congress Revised		
	Demographic:	A35+		
	Product Codes:	PLC02		
	Priority:	SELECT PRIORITY CODE		
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/14/12	86	\$39,075.00	\$33,213.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	86	\$39,075.00	\$33,213.75	0.00
Totals	86	\$39,075.00	\$33,213.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	37%	\$39,075.00
Market	100%	\$105,608.11

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$28,514.19
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$21,121.62
KTUD	0%	\$0.00
KVVU	16%	\$16,897.30
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/08/12	10/12/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	5	\$200.00	2	0.00	NM	5	\$1,000.00
NEWS															
		Start Date	End Date	Weekdays		Spots/Week			Rate						
		Week: 10/08/12	10/14/12	MTWTF--		5			\$200.00						
									0.00						

Order / Rev: 102147 Advertiser: Heck, Joe for Congress
 Alt Order #: 06815976 Product Desc: JOE HECK 4 CONGRESS KSNV
 Flight Dates: 10/08/12 - 10/14/12 Estimate: 2214

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/08/12	10/12/12	M-F 5-6a WakeUp w/Wagner CM	5-6a		MTWTF--	:30	5	\$200.002	0.00	NM		5	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MTWTF-- 5 \$200.00 0.00															
E 2	KSNV	10/08/12	10/12/12	M-F 6-7a WakeUp w/Wagner CM	6-7a		MTWTF--	:30	10	\$475.002	0.00	NM		10	\$4,750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MTWTF-- 10 \$475.00 0.00															
E 3	KSNV	10/08/12	10/12/12	Today Show Today Show CM	658a-9am		MTWTF--	:30	10	\$500.002	0.00	NM		10	\$5,000.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MTWTF-- 10 \$500.00 0.00															
E 4	KSNV	10/08/12	10/12/12	M-F Today Show II 3rd HOM CM	9-10a		MTWTF--	:30	5	\$225.002	0.00	NM		5	\$1,125.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MTWTF-- 5 \$225.00 0.00															
E 5	KSNV	10/08/12	10/12/12	M-F Today Show III 4th HOM CM	10am-11am		MTWTF--	:30	5	\$175.002	0.00	NM		5	\$875.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MTWTF-- 5 \$175.00 0.00															
E 6	KSNV	10/08/12	10/12/12	Noon News Noon News CM	12-1230pm		MTWTF--	:30	5	\$225.002	0.00	NM		5	\$1,125.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MTWTF-- 5 \$225.00 0.00															
E 7	KSNV	10/08/12	10/12/12	Dr. Phil Dr Phil CM	3-4p		MTWTF--	:30	2	\$250.002	0.00	NM		2	\$500.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MTWTF-- 2 \$250.00 0.00															
E 8	KSNV	10/08/12	10/12/12	M-F Early News M-F Early News CM	5-630p		MTWTF--	:30	15	\$575.002	0.00	NM		15	\$8,625.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MTWTF-- 15 \$575.00 0.00															
E 9	KSNV	10/08/12	10/12/12	M-F Jeopardy M-F Jeopardy CM	630-7pm		MTWTF--	:30	5	\$795.002	0.00	NM		5	\$3,975.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MTWTF-- 5 \$795.00 0.00															
E 10	KSNV	10/08/12	10/12/12	M-F Wheel M-F Wheel of Fortune CM	7-730pm		MTWTF--	:30	5	\$795.002	0.00	NM		5	\$3,975.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MTWTF-- 5 \$795.00 0.00															
E 11	KSNV	10/08/12	10/12/12	Face to Face w/ Ralston CM	730-758pm		MTWTF--	:30	5	\$450.002	0.00	NM		5	\$2,250.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MTWTF-- 5 \$450.00 0.00															
E 12	KSNV	10/08/12	10/12/12	M-F News 3 at Eleven CM	11pm-1135pm		MTWTF--	:30	5	\$575.002	0.00	NM		5	\$2,875.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MTWTF-- 5 \$575.00 0.00															
E 13	KSNV	10/08/12	10/12/12	CM	1135p-1237a		MTWTF--	:30	3	\$275.002	0.00	NM		3	\$825.00

Order / Rev: 102147
 Alt Order #: 06815976
 Flight Dates: 10/08/12 - 10/14/12

Advertiser: Heck, Joe for Congress
 Product Desc: JOE HECK 4 CONGRESS
 Estimate: 2214

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
The Tonight Show Tonight Show															
LENO															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/08/12	10/14/12	MTWTF--	3	\$275.00	0.00									
E 14	KSNV	10/13/12	10/14/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$525.002	0.00	NM		2 \$1,050.00	
Sa-Su News 3 at Eleven															
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/08/12	10/14/12	-----SS	2	\$525.00	0.00									
E 15	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$200.002	0.00	NM		1 \$200.00	
News 3 Sunrise SATURDAY															
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/08/12	10/14/12	-----S-	1	\$200.00	0.00									
E 16	KSNV	10/13/12	10/13/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.002	0.00	NM		1 \$325.00	
Saturday Today															
SAT TODAY															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/08/12	10/14/12	-----S-	1	\$325.00	0.00									
E 17	KSNV	10/14/12	10/14/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$250.002	0.00	NM		1 \$250.00	
Sunday Today															
SUN TODAY															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/08/12	10/14/12	-----S	1	\$250.00	0.00									
E 19	KSNV	10/13/12	10/13/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$350.002	0.00	NM		1 \$350.00	
Sa-Su Early News															
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/08/12	10/14/12	-----S-	1	\$350.00	0.00									
Totals													86	\$39,075.00	